

## **Cultural identity of a person in the polycultural space terms: Its social aspect**

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### **Abstract**

The article highlights an issue to preserve the cultural identity in the terms of modern globalization processes. The study's objective is to reveal strategy of ethnic and personal identification, the ways of overcoming of confrontation in the course of intercultural communication and inculturation. The study shows, that a cultural self-identification possibility warrants sovereignty of a person, his value as individuality and his transformations into an equal member of the universal culture. The study's keynote is that the cultural identity of a person expressed in the form of integrity's recognition is writhed by the human being and seriously challenged as well. A person can only preserve its cultural identity, meanwhile establishing himself as a person of culture under the condition of sufficient flexibility and tolerance.

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### **Keywords**

Cultural identity, Dialogue of cultures, Globalization, Intercultural communications, Person of culture, Self-identification